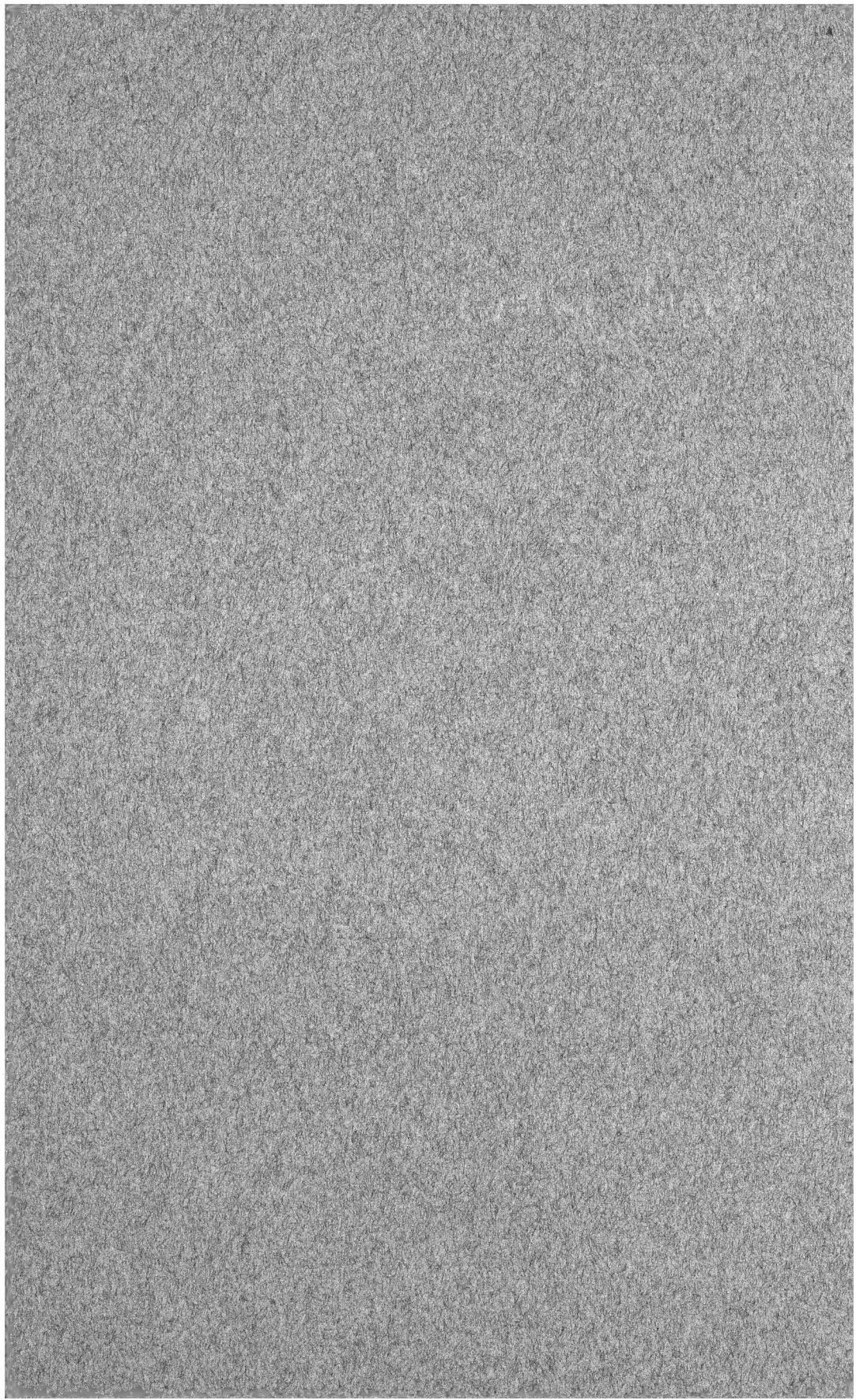


# Red Deer

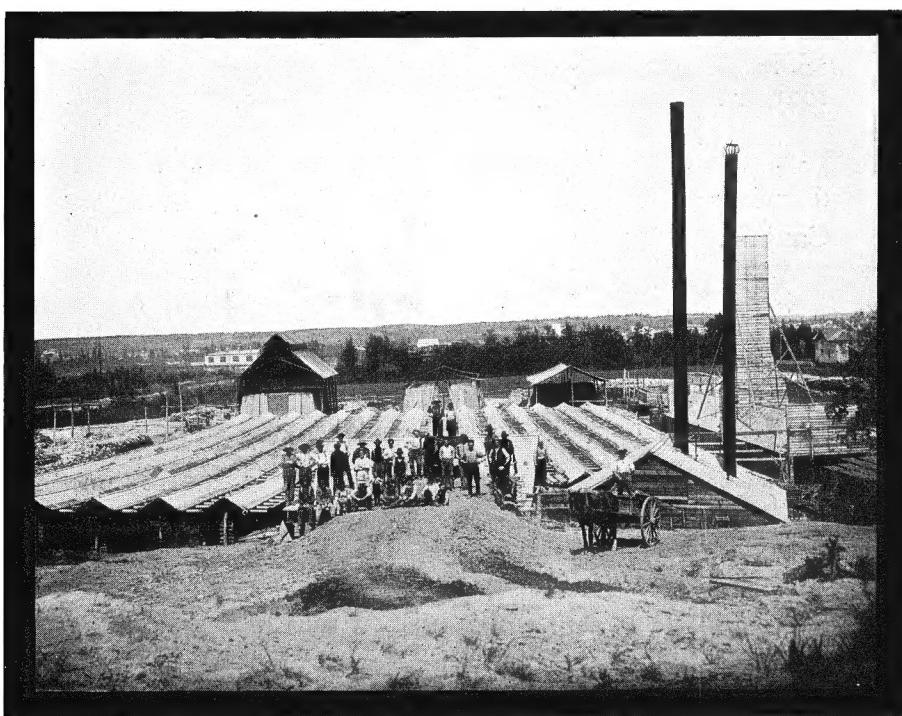


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# Red Deer

## To-day and To-morrow

How Investors may benefit  
by its rapid growth.



One of Red Deer's Brickyards.

This yard's output of 12,000,000 bricks has been sold in advance—sold to build the new houses and new factories which the full development of the natural resources of the Red Deer District will require in the immediate future.

78.7.18/11

# SEVEN REASONS for the coming increase of value in VERITY PARK, RED DEER

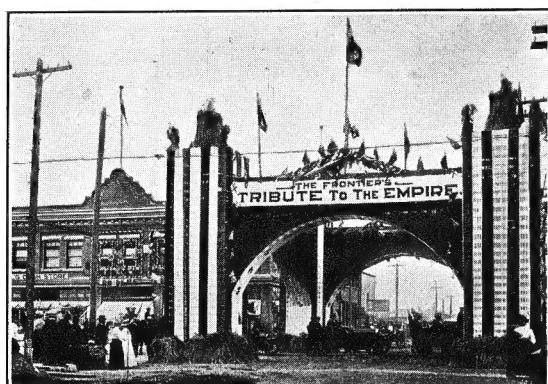
1. Red Deer will, in the near future, be the meeting-place of six railway lines, giving access to every part of Canada.
2. Red Deer adjoins coal-fields large enough to supply all the coal that Canada will need for the next four or five centuries.
3. Red Deer is the central market of the richest dairying and mixed farming district in Western Canada.
4. Red Deer is built on a river whose banks are clothed with valuable timber, and whose waters will furnish abundant electricity for power and light.
5. Red Deer is the natural gateway between the East and Middle West on one side, and the mining and lumber camps, the salmon fisheries and fruit farms of the Pacific slope, on the other.
6. Red Deer is being traversed by the new Alberta Central route westward, which will cross the Rocky Mountains at a lower altitude than any other line.
7. Red Deer is fast becoming an industrial and manufacturing centre. Its natural deposits of brick-clay, cement, and stone are important, in view of the growing demand for building material which immigration on an enormous scale has created.

## THE TOWN OF RED DEER.

No town in Canada holds greater promise for the coming years than Red Deer. Situated midway between Calgary and Edmonton, the two largest cities of the province of Alberta, Red Deer excels them both in its natural resources; and everything points to the conclusion that it will in the near future rival them in extent and population also. About one hundred miles from each of these cities the Calgary and Edmonton branch of the Canadian Pacific Railway crosses the broad and swift waters of the Red Deer River. Here has arisen the substantially built town of Red Deer, on one of the natural trade-routes of Western Canada—for even before the advent of railways the North and South trail crossed the river within two miles of the town.

Red Deer is the central constituency of the seven Alberta constituencies which return members to the Dominion House of Commons. It is the central constituency of the forty-one provincial constituencies which return members to the Alberta Parliament. The cultivated and inhabited areas of the Province divide into two sections, north and south, at Red Deer and its River.

Red Deer is the centre of population.



Sir Wilfrid Laurier driving the first spike in the Alberta Central Railway.

What this means will be apparent if it be remembered that the Province of Alberta is capable of supporting a population of 20,000,000; and that at present its inhabitants are only about 500,000, though their number increases by thousands every year.

And Red Deer is not only the centre of population. It is the nearest outlet for the produce of a vast coalfield; it is the chief market of the richest dairying and mixed farming district in Western Canada; it has water-power, timber, brick-clay, cement, building-stone, thriving manufactures, complete municipal equipment and organisation—and, above all, its new railway communications are nearing completion.

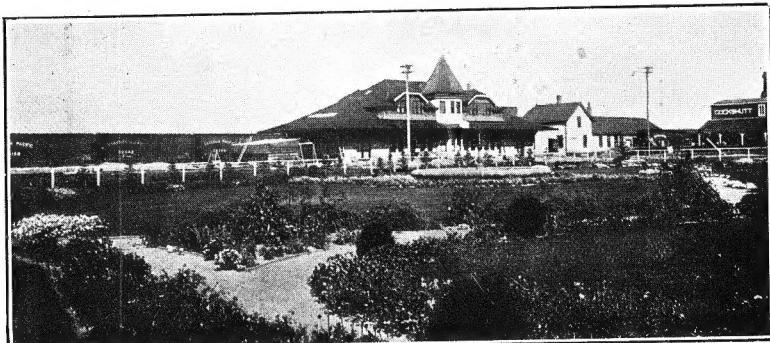
Throughout the West the railway pioneer is the architect of prosperity. In Calgary, land purchased for £35 before the railways came is to-day worth anything between £350 and £700. In Red Deer some of the best available building sites may still be purchased at the same low figure of £35, and the new railways are nearing completion.

## COMMUNICATIONS.

Red Deer is already a vital point in the Canadian Railway system for two great arteries of traffic meet within its municipal limits.

### THE NEW TRANS-CONTINENTAL RAILWAY.

The first of these is the C.P.R. line, originally built by the Calgary and Edmonton Railway, and said now to be the best paying 200 miles of railway in Canada. Then the Alberta Central Railway selected Red Deer as its headquarters and laid out over 200 acres for its yards, etc. This Alberta Central, important to the



The C.P.R. Station at Red Deer.

future of Red Deer as is the G.W.R. to Swindon or the L. & N.W.R. to Crewe, [now becomes the property of the Canadian Pacific Railway, a corporation whose settled policy has been to feed and foster local industries in every district it concerns.

In 1911 the C.P.R. workshops at Red Deer were enlarged to two and a-half times their previous size. The passenger accommodation and the number of tracks were also largely increased. But so enormous was the volume of new traffic that a further extension became necessary, and in March, 1912, the C.P.R. announced that new freight sheds and sidings would be added; more than sufficient to double the accommodation for cars in their yards at Red Deer.

The new Alberta Central, with its headquarters at Red Deer, will, it is believed, form part of a new trans-continental route which will traverse the Rockies through the Yellowhead Pass at a lower elevation, by an easier gradient, and therefore at a less cost per mile than any other railway. By this route it is estimated that it will be possible to ship grain to English ports 11 cents per bushel cheaper than by way of the East. Increased elevator and other facilities for handling should still further reduce the cost of transport, while the opening of the Panama Canal will stimulate exportation by the Western route.

## OTHER RAILWAYS.

The second great artery of traffic is the Canadian Northern Railway. This system, like that of the C.P.R., will give Red Deer an outlet for its trade, through the Yellowhead Pass to the Pacific. Like the C.P.R., again, it will connect Red Deer with the Brazeau coalfield. Its lines will radiate from Red Deer north and south, as well as east and west.

It is anticipated that at least three new railroads now under construction will shortly reach Red Deer, and two other lines are under way. Red Deer is thus destined to become one of the principal railway centres of the West. The lines diverging from it will directly communicate not only with the Atlantic and the Pacific, but with the United States and all parts of the Dominion.

The new branches of the C.P.R. from Langdon and that from Red Deer through Stettler are already partially in operation.

## THE RAILWAYS AND THE WHEAT TRADE.

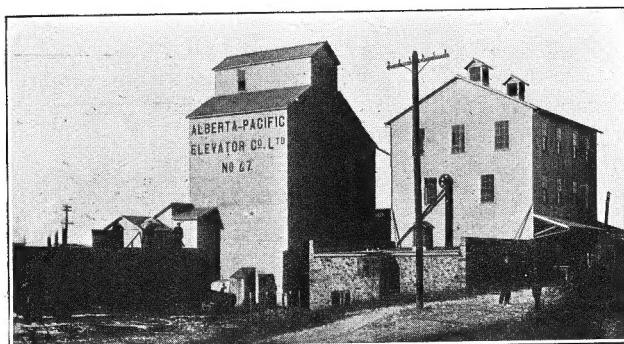
The fact that Red Deer will be on both the Canadian Pacific and the Canadian Northern lines to the West Coast, *via* the Yellowhead Pass, is of paramount importance to the future of the town. The gradients traversed by the various American railroads which cross the Rockies on their way to the Pacific vary considerably; and there is a corresponding variation in the cost of carriage, which the following table illustrates:—

Maximum Grade.	Tractive resistance		Gross capacity of engines in tons.	
	in lbs. per ton.		...	
Great Northern ... 116	...	50	...	572*
Northern Pacific ... 116	...	50	...	572*
Union Pacific ... 116	...	50	...	572*
Santa Fé ... 165	...	76	...	376*
Grand Trunk Pacific 26	...	14	...	2,021*

Among the American Railroads it will be seen that an engine on the Grand Trunk Pacific will haul nearly four times as heavy a load as an engine of equal power on the competing lines. Freights can thus be correspondingly lowered, giving this railroad a great

economic advantage. But the grade of the new Canadian Northern and Canadian Pacific lines *via* Red Deer and the Yellowhead Pass will place these lines in a position even superior to that of the Grand Trunk Pacific.

The Red Deer route will, in fact, have the lowest grade of any railway on the continent of America which crosses the Rockies—a grade of only 21 feet, giving a gross engine capacity of no less than 2,600 tons. The Red Deer route should thus be the cheapest in America for the shipment of grain from the Middle West both to the Orient and to European ports *via* Panama. Red Deer is thus the funnel through which a large part of the grain trade of the world must inevitably pass.



Elevators at Red Deer to handle the grain output.

There is thus every reason why Red Deer should develop as rapidly as those other typical western cities—Winnipeg, Calgary, and Saskatoon.

- In 1870 the population of Winnipeg was 215.
- In 1911 the population of Winnipeg was 227,339.
- In 1901 the population of Calgary was 4,091.
- In 1911 the population of Calgary was 43,736.
- In 1903 the population of Saskatoon was 113.
- In 1911 the population of Saskatoon was 18,096.
- In 1904 the population of Red Deer was 892.
- In 1911 the population of Red Deer was 2,800.

Such was the increase with no new railway development. What will it be with the railway development quintupled?

Property bought at Calgary fourteen years ago for \$960 has just been sold for \$320,000. Railways made Calgary, and the railways must ere long make Red Deer.

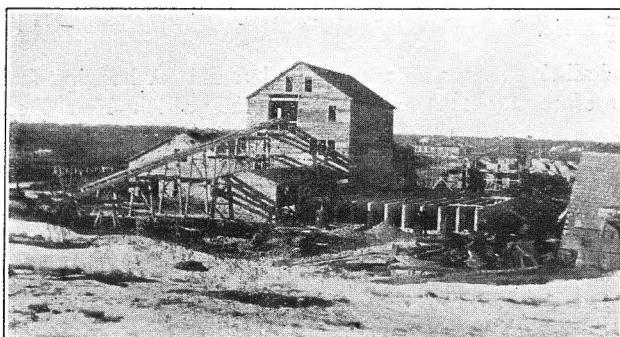
It is important from the investor's point of view to note that Winnipeg, Calgary, and Saskatoon have had their "boom," while the full development of Red Deer is hardly under way. There can be but one answer to the question—"Which is the more profitable investment: property in a made city, or in a city still in the making?"

## NATURAL RESOURCES.

Apart from its unrivalled strategic position, its glorious climate, and the rich black loam, twenty inches deep, which yields wheat weighing 68 lbs. per bushel, Red Deer possesses a large variety of other natural resources.

### WATER POWER.

All the principal centres of Alberta are built on the banks of some waterway, and Red Deer is no exception to the rule. The Red Deer River is an important source of both actual and potential wealth; actual, because it serves to float down lumber from the immense forest areas which extend along both banks; potential, because it is bound, sooner or later, to supply the town with "white coal"—with the electricity which will light the avenues, and propel the trams, and drive the factory engines of the greater Red Deer of the future.



A View of the Works at Red Deer of "Cement Builders, Ltd."

### COAL.

But Red Deer is not dependent upon electricity alone for its power. Seams of lignite and bituminous coal could be reached by digging beneath the very cellars of its houses, while close at hand lies the vast coal-fields of Brazeau, rich enough to supply the whole of Canada for the next 400 or 500 years. To-day, coal bought at the pit's mouth for about 7/6 per ton is hauled into the town in farmers' carts; but branches of the Canadian Northern and Canadian Pacific Railways now in course of construction will shortly link the whole field to Red Deer, its natural outlet, and will bring an unlimited supply of cheap fuel to the very doors of its mills and power houses.

## BUILDING MATERIAL.

Nor does the tale of the mineral wealth of Red Deer end with coal. Underlying the deep black soil, there are deposits of clay unsurpassed for the manufacture of bricks, tiles and pottery. These are already worked on a large scale; and though there are extensive brick-making plants both at Calgary on the South and at Edmonton on the North, neither of these cities has been able to obtain enough of the fine clay required for the manufacture of high-grade pressed bricks; so that Red Deer bricks are already being exported in tens of thousands. Building-stone of the best quality is also quarried actually within the town limits.

The importance of such an abundant natural supply of building material—brick-clay, stone and timber—becomes apparent when one reflects upon the rapid increase of population in Alberta. The population of Edmonton has increased by 400 per cent. in five years; that of Lethbridge by 300 per cent. in three years. Thousands of immigrants are settling in Alberta every year; thousands of acres of land are being taken up every week; populous cities are arising on sites which a few months ago were vacant prairie.

And all this means an enormous demand for housing facilities, and therefore for the building material which Red Deer can supply.

## AN ENGLISH COMPARISON.

It is indeed difficult to set a limit to the progress of a town so favoured by nature; but an obvious comparison may serve to illustrate the present position of Red Deer. If some quiet country town in England were suddenly discovered to be the natural centre of a district yielding enormous quantities of coal, timber, building material of every kind, and water-power; and if the greatest English railways hastened to build six lines to compete for the traffic which the development of these varied resources would necessarily create —what would be the destiny of such a town; and what would be the profits awaiting any freeholder fortunate enough to own some of the choicest building sites available?

Such in sober fact are the present prospects of Red Deer and of the shrewd investors who have purchased freehold land in Verity Park, its most desirable quarter from the point of view of future development.

## MANUFACTURES.

Keen business men—English, Canadian and American—have been quick to realise the wonderful natural advantages of Red Deer, and already the work of development has begun. The town is being transformed into an industrial centre as well as a great agricultural market.

### SOME GROWING INDUSTRIES.

Many industries are already established in addition to the railway plants above mentioned, and all are prospering. The Great West Lumber Company, which obtains its raw material from the Red Deer Forests, had last year the largest cut of timber it has ever handled. New machinery has recently been installed by the Red Deer Brick Company to meet the ever-increasing demand for larger output. In the Red Deer Bottling Works a new business has been inaugurated with every assurance of success; and 1911 witnessed the organisation of Cement Builders, Ltd., to produce roof and wall tiling, building blocks, etc. The Gaetz Manufacturing Company's Overall and Clothing Factory is the principal establishment of its kind west of Winnipeg. The Red Deer Ironworks is at present extending its plant, and the opening of a sash and door factory has been undertaken by Messrs. Cushing Bros. Finally, the prospects of the tanning and leather industry may be measured by the fact that hides have hitherto been exported to Winnipeg, tanned there, and sent back as leather—a journey of some four thousand miles. With a well-equipped Tannery now in operation in Red Deer, it becomes possible to effect a large saving in time, to say nothing of expense, by tanning the hides on the spot and manufacturing the leather into footwear, coats, caps, gauntlets, harness and other goods for which there is a brisk local demand.



British visitors inspecting the timber industry at Red Deer. Red Deer has the largest Lumbering industry in the Province, employing 500 men. £10,000 was expended in plant extension last year. This year's cut will more than double last.

Red Deer affords facilities for the establishment or fuller development of the following industries, among others:—

Bricks, Tiles and Pottery.	Leather and
Cement.	Leathern Goods.
Ironfounding.	Boots and Shoes.
Saw-milling.	Oatmeal.
Sashes and Doors.	Flour.
Furniture.	Beer.
Wood-pulp.	Vinegar.
Pasteboard and Strawboard.	Cheese and other Dairy Produce.

The rapid development of new industries and the expansion of old ones have been reflected in recent official statistics. The annual figures of Postal, Telegraphic and Railway returns indicate clearly the direction in which the trade of a district moves upwards or downwards. An increase is a sure sign of trade expansion. In the case of Red Deer the following remarkable increases have been published for the year 1911.

<u>RETURN FROM—</u>	<u>INCREASE.</u>
Money Orders, Express, and Telegrams ...	over 100%
Building Permits (excluding certain suburbs) ...	190%
Passenger Receipts ... ... ...	over 100%
Freight Handled ... ... ...	500%

The returns show that Red Deer Post Office is fifth in the Province for the amount of business done, even surpassing a town which has a population thrice as large. In view of the intimate relations between postal returns and industry, these are facts of no light significance. Even more noteworthy is the recent action of the Dominion Government in authorising the construction, at Red Deer, of a new Post Office to cost £20,000. This can only mean that the Postal Authorities look forward to a vast increase of prosperity in Red Deer, as otherwise the outlay would be wholly disproportionate to the present size of the town.

The real estate market was active throughout the year 1911-12, capital from the East and from abroad having been attracted by the exceptional opportunities for investment offered by Red Deer.

These results have been attained while the network of railways is still incomplete, while the manufacturing interests of the town are still in their infancy. Is it strange that the municipal authorities should look confidently forward to a near future in which completed railway facilities and full-grown industries will enable Red Deer to take that place among the cities of the West for which Nature has manifestly designed her?

## RED DEER AS A HOME.

Where the advent of a large settled population is expected, the questions of climate, situation, and water supply, of facilities for education, social intercourse, sport and recreation assume no small importance. It may be said at once that in all these respects Red Deer holds an exceptionally strong position.

### THE CLIMATE.

The question of climate comes first. Englishmen are still too apt to think of Canada as "Our Lady of the Snows"—as though the Dominion were a land of perpetual winter. This popular delusion has been strengthened, curiously enough, by the fact that Canadians are a nation of sportsmen, who openly pride themselves on the glorious climate which enables them to enjoy their ice-palaces and skiing competitions, their sleighing and tobogganing and skating, in the very season when English weather is worst.

The true test of heat and cold is not the thermometer, but the human body. The winter climate of Alberta is that of the Swiss health-resorts at their best. It does not feel so cold as an English January, because the air is dry, bracing and sunny. Winter wheat is regularly grown in the Red Deer district, and cattle thrive in the open throughout the year.

An equally delightful summer climate has earned for the Province its name of "Sunny Alberta." During June, July and August, the sun shines on Red Deer from 15 to 17½ hours every day; and these three months alone give an average sunshine record of some 830 hours—as much as many English seaside resorts receive in spring, summer and autumn together.

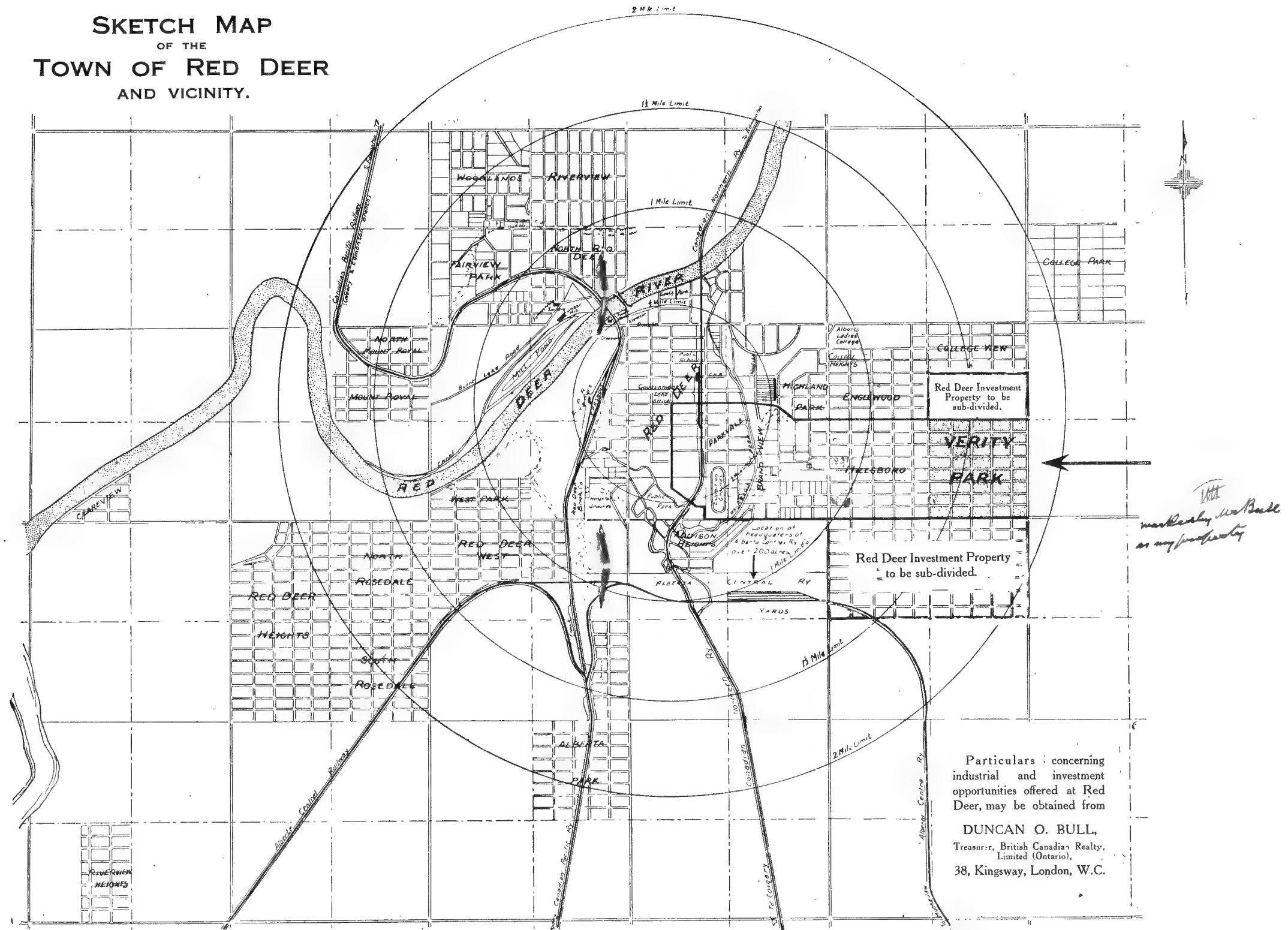
The Canadian Government Report for 1911, states, that "Red Deer has never had a crop failure, and blizzards are unknown."

No wonder that nearly 200,000 people last year left good homes of their own in the United States, to seek their fortunes in this land of sunshine and prosperity. Red Deer is gaining largely from the influx of settlers, who bring the capital and labour requisite for a full industrial development.

### COUNTRY LIFE AND SPORT.

Standing as it does, 2,800 feet above sea-level and at a point where the Western Prairie takes a upward trend to join the foot-hills of the Rockies, Red Deer gives all that any reasonable man could ask in the way of sport and scenery. Sylvan Lake, 15 miles west, and Pine Lake, 25 miles south-east—each a noble expanse of water with finely wooded banks—are the summer resorts of Red Deer.

**SKETCH MAP  
OF THE  
TOWN OF RED DEER  
AND VICINITY.**



The circles in the above map centre at Red Deer Branch of Canadian Government Land Office, which is about equi-distant from the present Canadian Pacific Railway Station and site selected by the New Canadian Northern.

Particulars concerning industrial and investment opportunities offered at Red Deer, may be obtained from

DUNCAN O. BULL,  
Treasurer, British Canadian Realty,  
Limited (Ontario),  
38, Kingsway, London, W.C.

They are easy of access, as the new Pacific line and the Canadian Northern have stations at Sylvan Lake, while the former also gives a direct service to Pine Lake; and both places have hotel, boating, bathing and camping facilities.

The Red Deer district affords excellent shooting; in the autumn, prairie-chicken, duck, partridges and geese are plentiful. The Red Deer River and the numerous prairie lakes and water-courses are filled with fish. Trout, pickerel, pike, and goldeyes are caught in the river; pickerel and perch in Pine and Sylvan Lakes.

## IN TOWN.

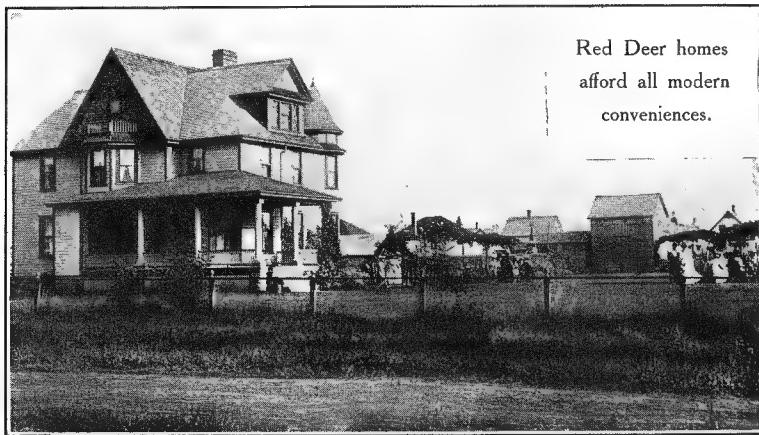
Red Deer itself is worthy of its setting, and is famous throughout the West as "the prettiest town in Alberta." Its houses, with their broad verandahs, balconies, and well kept gardens, would bear comparison with those of many an English county town. Its municipal life is well ordered and progressive, and the civic authorities have already provided waterworks and sewage and telephone systems, clean streets, lighted by electricity, and perhaps the most beautiful parks of any city in the Middle West. The securing of these parks for the public is an act of foresight which the City Fathers of other growing towns might do well to imitate. It means that the necessary "lungs" of the town—parks and open spaces—are ready against the day when the smoke of a thousand factory fires, the din and tumult of a great industrial city, will make the people of Red Deer glad of these green and quiet refuges. It means, furthermore, that the municipal authorities have saved a vast amount of public money by purchasing the land while it still could be secured cheaply.

The interests of education in Red Deer are in charge of the Provincial Legislature. There are already a well-equipped High-School, Public School, Convent (to which new buildings are now being added at a cost of £6,000), Indian Industrial School and Methodist College. A Provincial Ladies' College—to cost £24,000—is being constructed on a site of some 20 acres, in close proximity to Verity Park; and other educational institutions are already projected, in anticipation of the demand which so many new families of settlers must create. The extent of this demand may be roughly calculated from these facts: that Alberta is a Province of untold resources, in area more than double the size of Great Britain and Ireland combined: that its present population is only about 500,000; and that it is capable of supporting a population forty times as large.

The Province of Alberta is only 6 years old.

The churches of Red Deer have good buildings, and the various religious communities are well organized and active. Social and sporting clubs, musical societies and a theatre offer ample facilities for recreation and enjoyment.

Red Deer is thus ready to welcome the thousands who must make the town their home, if its railways, mines, quarries, factories and other varied sources of wealth are to be developed to their full capacity.



## FARMING.

There are in Alberta 100,000,000 acres of arable land, with abundant resources for the maintenance of 20,000,000 inhabitants, and Red Deer, as has been pointed out, is "the centre of population." Its position as the chief market of an agricultural territory 10,000 square miles in extent is, indeed, no matter of speculation. Already the town is noted for dairy produce, livestock and grain; already 1,000,000 lbs. of butter, 234,000 bushels of wheat, and 5,638 head of stock have been exported from Red Deer district in a single year—and as yet the development of its agricultural resources has hardly begun.

## GRAIN AND HAY.

The soil of the Red Deer district is a rich black loam, from one to three feet in depth. Analysis has shown that it possesses twenty times the fertility of the clay lands of Eastern Canada, and the plough confirms the verdict of the laboratory. The crops are heavy, oats yielding 100 bushels to the acre, barley 60 bushels, wheat from 40 to nearly 70. As regards the weight per bushel, it is well known that the Dominion Parliament has had to establish new and higher standards owing to the extraordinary results obtained by Alberta farmers. In 1910 the total farm crops of the province were valued at \$16,582,000; in 1911 the value had increased to \$47,775,000. At the Provincial seed fair for 1910, winter wheat went 68 lbs. per bushel. If it be remembered that wheat and position gave Winnipeg a population of 227,000,

the significance of these figures will be apparent, especially in view of the facilities for cheap shipment which Red Deer will command via the Pacific and Hudson Bay routes. The Alberta Pacific Elevator Co. has already established plant in the town, and is exporting crushed barley.

The richness of the Red Deer pastures can be judged from the success won at the Dominion Fair in 1908, when a collection of 82 varieties of grasses from the Red Deer district won the highest award, securing a maximum of 100 points. Experiments have been carried out with alfalfa, which has been found to yield at least two crops yearly, varying from 4 to 6 tons per acre.

## DAIRYING.

The great growth of green fodder and hay for which the Red Deer district is noted, combined with the pure air and cool nights, the rarity of storms and the abundance of shade and water available makes of the Red Deer district an ideal country for dairying. The creameries and cheese factories in its neighbourhood are numerous and scientifically managed. The Laurentia Milk Co. of Alberta, Ltd., organised at Red Deer in March, 1912, has an authorised capital of £100,000, and expects to be turning out goods by June, 1912. Cattle-raising is carried on with great success, and many prizes have fallen to the Jersey, Ayrshire and Holstein herds of Red Deer. The champion dairy-cow of Canada, "Rosalind of old Basing," bred and raised at Red Deer, has surpassed all previous Canadian records for butter-production in an official test lasting 24 months.

## MIXED FARMING.

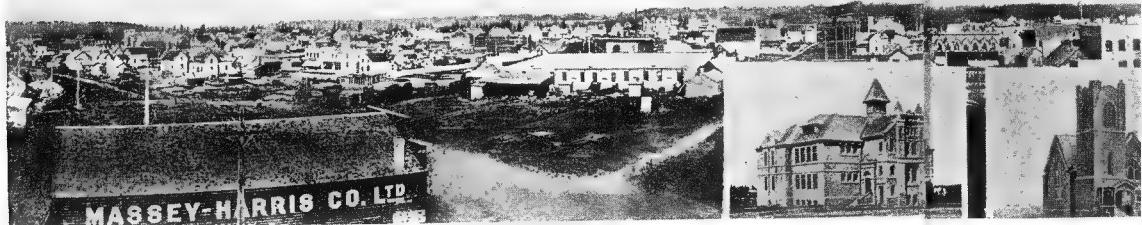
Mixed farming is on the increase, a fact which has an important bearing on the future of immigration. In some countries rich in mineral or other resources, notably South Africa, the high cost of living discourages immigration. This is very largely due to the fact that agriculture is either backward or too highly specialised. In

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Panoramic View of Red Deer.

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Canada, however, the ploughman has not followed the miner and the mechanic, but has shown them the way; and immigration on the present enormous scale is possible just because scientific farming, and especially *mixed* farming, has already made sufficient progress to provide the necessities of life at a reasonable price, and in ample variety. In the Red Deer district agriculture properly so-called is supplemented not only by dairy-farming but also by the cultivation of fruit and vegetables, and by the breeding of livestock.

## STOCK RAISING.

The Farmers' Co-operative Association, a powerful organization with its headquarters at Red Deer, has done much to promote the interests of stockbreeders. Besides the Dairy herds, in which Red Deer holds the front rank in Western Canada, the district is strongly represented in Shorthorn cattle for beef, in Clydesdale, Percheron and Hackney horses, in hogs, sheep and poultry. When the Farmers' Co-operative Association had been in existence little more than a year, a beginning was made with the export trade; 468 horses, 1,920 cattle, and 3,150 hogs being despatched from Red Deer in 1910—figures surely satisfactory for a newly organized industry.

In any estimate of the future of Red Deer as an agricultural market, the policy of the Railways must be taken into account. Throughout Western Canada, agricultural interests have been carefully nursed by the Railway Companies. Settlers are rapidly taking up lands, and the railway is reaping a profit on its enterprise. A profit is expected by the Railways from the construction of their new lines which are converging upon Red Deer. These new lines are being built to earn dividends by carrying an increased freight and passenger traffic to and from the mines, the farms, the timber yards, the quarries, the brickfields and the factories of Red Deer. The fact that they are being built at all proves that the Directors of the great Railway Corporations are anticipating for Red Deer a rapid and remarkable development as a centre of mining, manufacturing and agricultural industry.



Panoramic View of Red Deer.

# SOME OPINIONS ON RED DEER

## EXPRESSED BY BRITISH AND CANADIAN BUSINESS MEN WHO HAVE BEEN THERE.

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"Altogether we were most favourably impressed with Red Deer as a great city in the making."

SIR WILLIAM BULL, M.P. for  
Hammersmith, London.

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"So far as my observations go, there was no statement made and no figures given that could not be verified by a visit to this country."

From a speech made at Red Deer, Alberta, on March 9th, 1912, by JOHN CAMERON, Procurator Fiscal, Greenock, Scotland, at a complimentary Banquet by the Mayor and Board of Trade in honour of himself, Sir William Bull, M.P., of Hammersmith; Eustace Stracey-Clitherow, J P., of Boston House, Brentford; Willoughby Bullock, of Clifford's Inn, London, and W. P. Bull, K.C., of Toronto.

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"In British Columbia we have recognised Red Deer's peculiar advantages, and appreciate what they mean to our province; and, in order to be ready to meet the new conditions, we are spending millions in improving our roads and waterways, getting ready to care for, and to handle quickly, the enormous volume of trade that will flow from and through your progressive city of Red Deer."

---

F. W. LAW, of Vancouver; General Manager of the Canada West Trust Co., of the British Columbia Life Assurance Co., Vice-President of the Prudential Life Insurance Co.

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"According to Government Reports, the great Brazeau coal-fields contain coal superior in quality to, and greater in quantity than the famous coalfields of Pennsylvania. This vast coal area lies at our very doors. Red Deer is its natural outlet and distributing point for this and other provinces."

GEORGE W. GREEN, President  
of the Red Deer Board of Trade.

"By actual analysis, our black loam has been ascertained to have twenty times the fertility and productiveness of the clay land of Eastern Canada. That gives one some idea of the production possible on 100,000,000 acres contiguous to Red Deer."

EDWARD MICHENER, leader of the Conservative Party in the Alberta Parliament.

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"Red Deer has all modern conveniences which a city could have, excepting a street railway; and we hope to have that in the near future. We have so far only used one-fifth of our borrowing power, and yet have all these facilities. Are we not to be congratulated as compared with other towns? We have practically a modern city with a rate of only 16 mills\* on the dollar."

R. B. WELLIVER, Mayor of Red Deer.

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"Here one sees the great foundations for your college, there foundations for new dairy-buildings, elsewhere hundreds of men and teams on railway construction, and everywhere busy workmen and the happy faces of prosperous people. The study of Red Deer's growth and development is a great education."

T. H. BROWN, of the National Resources Securities Corporation, Vancouver.

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"In five years there will undoubtedly be fifteen thousand buying and selling in Red Deer. Can you imagine the increase in property value? That, however, will mean nothing to those who have not the faith to get in and share the benefits."

J. R. DAVISON, Board of Trade Commissioner for Red Deer.

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"You have everything that is required to construct a really big city . . . . we have come for ourselves and we have seen, and we have seen a great deal more than anything that we could have expected or hoped for."

By Mr. EUSTACE STRACEY-CLITHEROW, J.P., Boston House, Brentford, at Red Deer, March 9th, 1912.

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\* Approximately 4d. in the £1.

## THE ACTION OF THE BANKS.

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These opinions are corroborated by the action of the Postal Authorities in sanctioning the expenditure of £20,000 in a town of fewer than 4,000 inhabitants. Nor is this the only proof that the most responsible financial authorities in Canada are preparing for the rapid expansion of Red Deer into one of the great business centres of the West. What was foreseen by the Dominion Government has likewise been foreseen by the Directors of the Canadian Pacific and Canadian Northern Railways, and also by the great Financial Houses which direct the Banks and dominate the money-markets of Canada.

The success of a Banking business largely depends on an intelligent anticipation of coming prosperity. In Red Deer, four Banks have already been opened, and two of these have recently constructed new premises, costing £6,000 in each case. Obviously a town of the present size of Red Deer cannot provide sufficient business for four large banks. But the financiers who authorised the building of those four banks in Red Deer were not thinking of the town as it is to-day. Like the Railway Directors and the Post Office Authorities, they were thinking of the Red Deer of to-morrow. All three were assuredly looking forward to that increase in the output of the Brazeau mines, and of the farms and factories of Red Deer, which will crowd the trains with passengers and freight, the mail-vans with letters and parcels, and the bankers' strong-rooms with scrip and bullion.



Broad Avenue at Red Deer.

# A MAGNIFICENT OPPORTUNITY FOR THE BRITISH INVESTOR.

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Five new Railway lines are rapidly approaching the town of Red Deer, Alberta, Canada. Factories, houses, population, always follow the railroads and force up the value of land. Already the coming prosperity is making itself evident.

The Dominion Government has this year authorised a Post Office building to cost £20,000 and has announced that henceforth Red Deer is to rank as a Customs Port of Entry.

Two of the four Banks at Red Deer have constructed new buildings costing £6,000 each in two consecutive years.

## ||| Where can one find a safer criterion by which to judge the future than in the action of the Government, of Railways, and of Banks?

These significant advances have been made in Red Deer while there is still but one line of railroad running through the town and while that town is still in its infancy with a population of under 4,000.

What will Red Deer be when the five new lines of railroad now under construction are completed and have justified the phenomenal development which is anticipated by the Public Services?

Unless the Government is mistaken, unless the Banks are mistaken, unless the Railways are mistaken, an amazing prosperity awaits Red Deer, and a corresponding rise in land-values may be expected.

It is possible to forecast with confidence what the Red Deer of the near future will be.

It will be a great centre of distribution. Railway lines will radiate from it in eleven different directions, with connections to all parts of North America.

It will be a great agricultural centre. Already it is famous for its wheat and beef and dairy produce.

It will be a great industrial centre. It possesses coal and water-power, timber and stone. Coal alone made Pittsburg, the "City of Millionaires."

It will be a great residential centre. Already it is the heart of a Province whose population has grown by 500 per cent. in 10 years, and is continuing to grow. The Dominion Government, the Banks

and the Railways are hastening to anticipate the effects of that growth in Red Deer itself.

It will be a great manufacturing centre. Already many flourishing mills and factories are at work. Others will shortly be established, to take advantage of the abundance of cheap power, and the almost unique facilities for distribution, which Red Deer affords.

Hundreds of thousands of settlers, tens of millions of pounds sterling flow into Canada every year. To Red Deer these new men, women and children, and these new pounds, shillings and pence mean new houses, new farms, new factories, new mines, new railways, new opportunities for enterprise, new and increased values.

Above all, it is land in Verity Park.

Verity Park, the property of the British Canadian Realty, Limited (Ontario), is the most desirable part of Red Deer from the investor's point of view. Building sites may even now be purchased, in advance of development, at £35 each. Corner sites (sold only in company with at least four adjoining lots) are £45. The land is freehold, unencumbered, and secured by unimpeachable Government title.

A glance at the plan of Red Deer will show that Verity Park stands directly in the track through which, humanly speaking, development must and will follow.

What an investment in freehold land thus situated may yield in the near future is shown by the actual prices paid for business locations in those parts of Red Deer which the ever-rising tide of development has already reached. Such business locations have been sold—in 1911—for no less than £75 per foot of frontage, a sum representing an enormous profit to the fortunate vendors.

£500 invested in property possessing a similarly advantageous location as does Verity Park in some of the now developed centres already mentioned, at a similar stage of their railway and industrial development at which Red Deer stands to-day, has realised for the investor a most substantial increase. To-day this opportunity is offered in Verity Park.

To buy land in Verity Park, Red Deer, before the railways are completed is to lay the foundation of a similar, if not a greater profit. But the purchase must be made before development forces up the price of land; and NOW is the time to make it.

Your plots will be registered, and you can either place a reserve price upon them for automatic sale, or you can give instructions that offers for the land should be submitted to you. You may thus avoid personal trouble as to the details of re-sale of your sites.

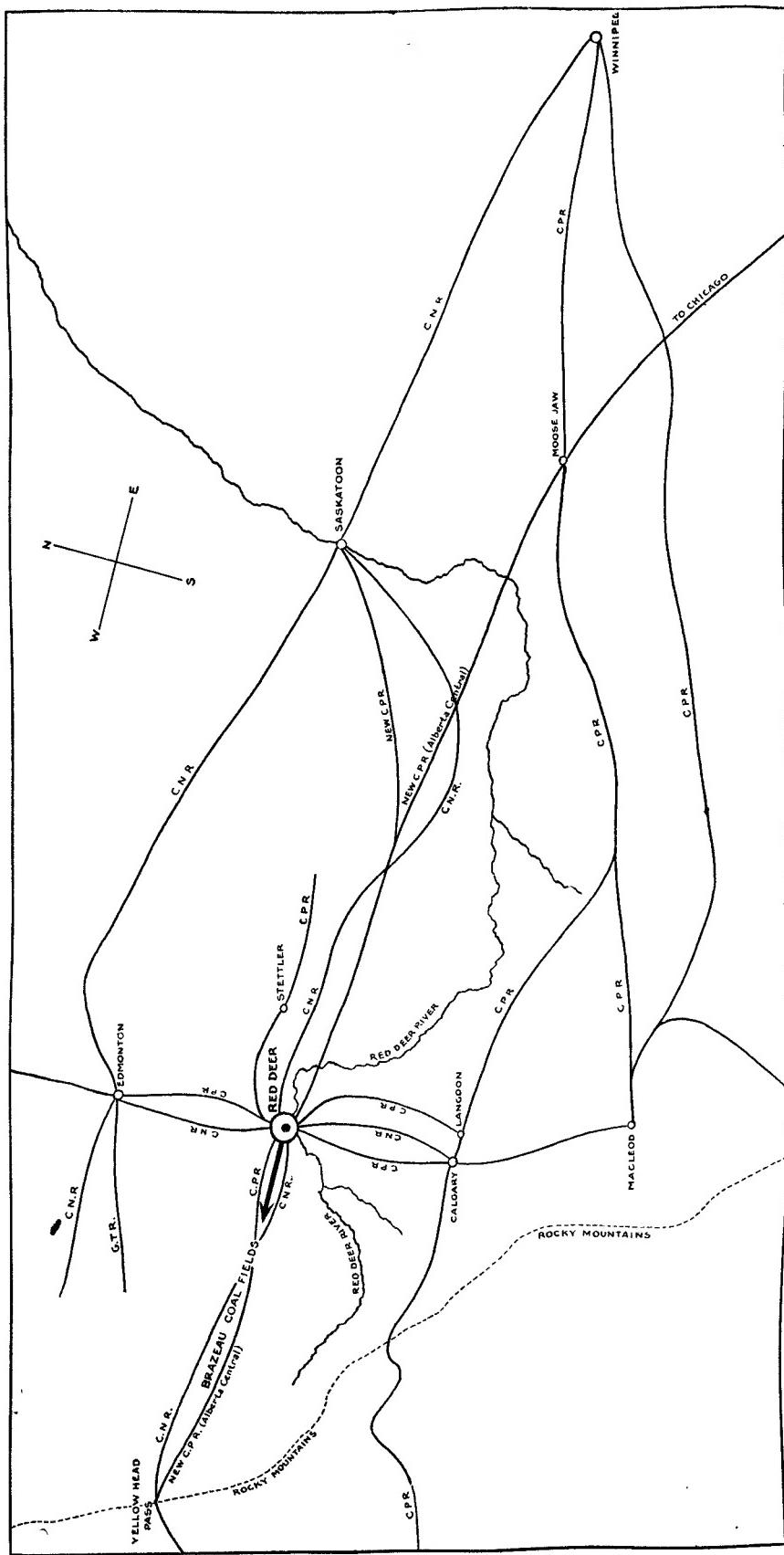
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For particulars about business and industrial openings at Red Deer and as to opportunities for investment in select freehold properties, apply to

**DUNCAN O. BULL,**  
Treasurer, British Canadian Realty, Limited (Ontario),

38, KINGSWAY, LONDON, W.C.





S. D. & H., No. 83.

This sketch map shows the position of Red Deer. The town is placed on the main routes from Winnipeg to the Pacific, and midway between the two flourishing towns of Calgary and Edmonton, so that Red Deer is a centre of both Northern and Southern, and Eastern and Western traffic. The railways shown are either actually built or in course of construction.

